



## ClearOne's BMA 360 Wins 2021 SCN Installation Product Award

October 28, 2021

*A dramatically new approach to precision beamforming using ClearOne Audio Intelligence*

SALT LAKE CITY--(BUSINESS WIRE)--Oct. 28, 2021-- ClearOne (NASDAQ: CLRO), a leading global provider of audio and visual communications solutions, today announced that its groundbreaking BMA 360 has been awarded the 2021 Installation Product Award for Most Innovative Audio Hardware by Systems Contractor News (SCN), the industry-leading systems integration trade magazine relied upon by decision-makers across the AV technology industry.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211028005399/en/>



The SCN Installation Product Awards celebrate products that change the pro AV world for the better.  
(Graphic: Business Wire)

The SCN Installation Product awards program celebrates the most innovative commercial AV products of 2020 and early 2021. Finalists are selected by a panel of experienced integrators and consultants, and winners are selected by SCN's

audience of AV integrators and leaders.

"We are deeply honored to be recognized by Systems Contractor News and its readers," said ClearOne Chair & CEO Zee Hakimoglu. "We developed the BMA 360 to enable better meetings, including with large local audiences, in practically all situations.

"The BMA 360 offers everything desired in a beamforming microphone array ceiling tile - superior beamformed audio, echo cancellation, noise cancellation, auto-mixing, power amplifiers, Voice Lift, and camera-tracking functions," she emphasized.

According to Hakimoglu, the BMA 360 is the world's most technologically advanced beamforming microphone array ceiling tile delivering unrivaled audio performance and deployment ease. It's the industry's only ultra-wideband, frequency-invariant beamforming mic array with uniform gain response across all frequency bands.

With FiBeam™ technology, conference participants utilizing the BMA 360 will experience the ultimate in natural and full-fidelity audio across all beams and within a single beam. Deep sidelobe beamforming, DsBeam™, provides unparalleled maximum sidelobe depth, below -40 dB, resulting in superior rejection of reverberation and noise in difficult spaces for superb clarity and intelligibility. The BMA 360 is based on a dramatically new approach to beamforming that provides a new beam topology to easily achieve distortion-free, full 360-degree coverage of any room shape and any seating arrangement using ClearOne Audio Intelligence™.

Further advancements in adaptive steering enable the BMA 360's impeccable coverage of each conference participant as well as support for camera tracking and Voice Lift. For Voice Lift applications, the combination of ClearOne's beamforming plus feedback cancellation technologies provide up to a 20 dB boost in gain before feedback compared to an omni mic.

In addition to the advancements in beamforming technology, the BMA 360's 6G Acoustic Echo Cancellation (AEC) delivers unmatched per-beam full-duplex audio performance. On-board audio algorithms, like noise reduction, filtering, and Automatic Level Control, eliminate the need for per-beam processing in a DSP mixer - requiring fewer DSP mixer resources. Robust built-in amplifiers, configurable as 4 x 15 Watt or 2 x 30 Watt, provide flexibility for driving loudspeakers. ClearOne's breakthrough technologies, FiBeam, DsBeam, and 6G AEC combine to create VividVoice™, a significant advancement for professional conferencing.

AV Practitioners benefit from the ClearOne architecture, which makes installation foolproof, and setup and configuration a breeze. End users benefit from the reduced overall system cost for maximum ROI and unbeatable audio.

The BMA 360 sets another industry standard for exceptional mic pickup distance and system gain.

Learn more about the BMA 360 [here](#).

### About ClearOne

ClearOne is a global market leader enabling conferencing, collaboration, and network streaming solutions. The performance and simplicity of its advanced, comprehensive solutions offer unprecedented levels of functionality, reliability, and scalability. Visit ClearOne at [www.clearone.com](http://www.clearone.com).



View source version on [businesswire.com](https://www.businesswire.com/news/home/20211028005399/en/): <https://www.businesswire.com/news/home/20211028005399/en/>

Bob Griffin  
Griffin360  
+1 212 481 3456 x16  
[bob@griffin360.com](mailto:bob@griffin360.com)

Source: ClearOne



A dramatically new approach to precision beamforming achieves distortion-free, full 360-degree coverage of any room shape and seating arrangement using ClearOne Audio Intelligence.